

T U X E D O



CALGARY

THAT WAS
• AND IS •
• WILL BE •

JOE LIMITED
INVESTMENTS

P A R K

THE STORY OF CALGARY




1911

&

TUXEDO PARK

Compiled under the personal supervision of
Joseph Ruse, Pres. Canadian Estates Co. Limited
Toronto, and C.A. Owens Managing Director
J.O.E. Limited of Calgary and Toronto.

J.O.E. LIMITED
CALGARY, ALTA.
TORONTO OFFICE
KENT BUILDING
COR. RICHMOND AND YONGE ST.



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P R E F A C E

"Behind the squalls, light birch canoe,
The steamer rocks and raves,
And city lots are staked for sale
Above old Indian graves.

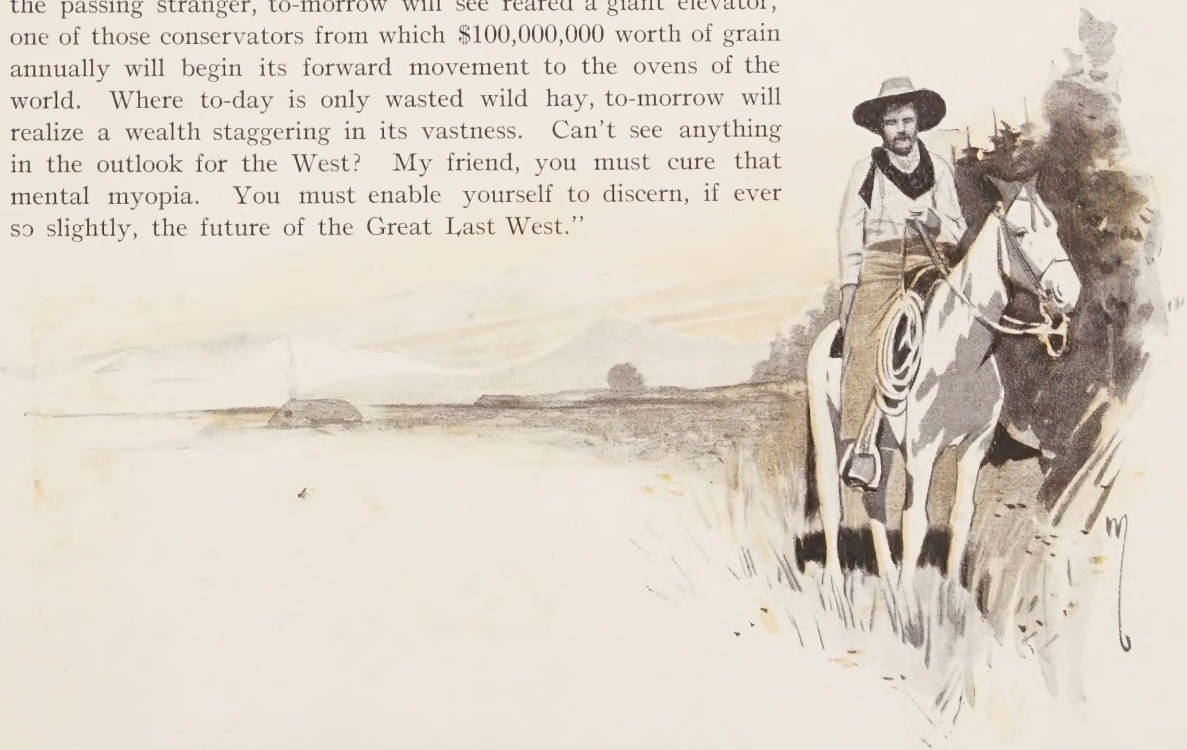
"I hear the tread of pioneers
Of cities yet to be—
The first low wash of waves where soon
Shall roll a human sea."—*Whittier.*

A COMPANY of land-seekers were riding along a typical Western highway—"a trail." For hour after hour they had followed its course, past little grass-bordered, duck-haunted lakes, over ridge after ridge which, in Alberta, follow each other like great ocean waves. Mounting the crest of one of these prairie billows, the party halted to "view the landscape."

There was one of the party to whom the spectacle failed to appeal. This man said: "Well, for my part, I can't perceive anything in this eternal vastness to be so enthusiastic about."

"You can't?" exclaimed one of the Seers. "Then, my friend, you have not acquired the Western Vision. I can see, in these uninhabited prairies, a vast population of the world's best people, busy with the building details of the world's finest civilization. Yonder on that flat where browse a splendid herd, where the gentle slopes afford easy crossing of the great Bow River, I see, in the immediate future, a splendid city, throbbing with the matchless energy of Albertan thousands. Along this trail to-morrow a giant locomotive will whirl its way, drawing its precious load. All this wilderness of grass to-morrow will be a waving field of golden grain. Highways will turn square corners, past splendid country houses, whose appointments will attest the opulence the West bestows upon

those who trust her. Where to-day the Gopher sits erect and whistles its startled greeting to the passing stranger, to-morrow will see reared a giant elevator, one of those conservators from which \$100,000,000 worth of grain annually will begin its forward movement to the ovens of the world. Where to-day is only wasted wild hay, to-morrow will realize a wealth staggering in its vastness. Can't see anything in the outlook for the West? My friend, you must cure that mental myopia. You must enable yourself to discern, if ever so slightly, the future of the Great Last West."





The lapse of a few short years.
Men are clamoring for land. The land of the West is clamoring for men. These clamors have been heard, each by the other, and thus the civilizations of the world are pouring strong, restless spirits into this vast Land of the Setting Sun. Those here,

so far, are only blazers of the way. Fast on their track follow the great army of homeseekers. Only a short time ago they came by ox-cart, then by a single line of railway. To-day

mighty transcontinental railways are united in a gigantic effort to create Western momentum. Day by day this impetus is gathering force, and, during the next few years, the movement to the North-West will accomplish one of the most startling of economic revolutions. Vastly and more

vastly the people are discerning coming events in all their significance. Daily grows keener and more compelling the hunger for the West.

Those who honestly, humanly, have this hunger, the West beckons to her Bounteous Table and offers the warmest hospitality.

We, who already are the children of her gracious, helpful adoption, would have numberless others join this great Family of the Omnipotent Occident and add to its power and its prestige.

The Publishers venture to commend this Book as challenging deep interest in the great Canadian West and in the rise and progress, the rapid and substantial growth of one of the most remarkable cities of Modern Times.—Read it.

It is the Voice of Calgary, the City of Greater Opportunity, bidding cordial welcome, as well on the part of the Premier Province of Alberta, as of her own hearty citizens, to all who wish to Better Their Condition, the wide world over.



A SCENE NEAR THE ORIGINAL TOWNSITE OF THE "CITY OF CERTAINTIES."



CALGARY THAT WAS

"The memory of what has been
And never more will be."—*Wordsworth.*



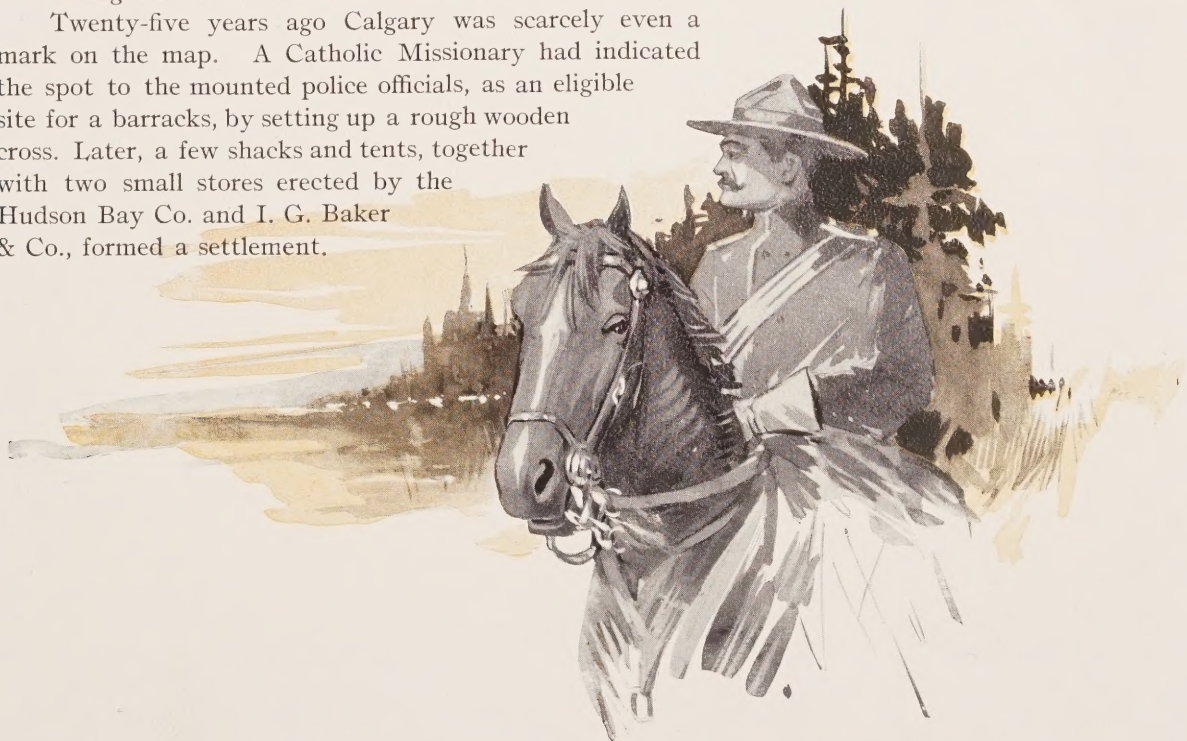
THIS IS THE STORY OF CALGARY—in brief—the story of the rise and progress of a young City, whose Past is a notable chapter in the Romance of the Great Lone Land; whose Present figures conspicuously on the stage, as the stirring Drama of the Last Great West is being enacted, and whose Future is so closely identified with the Great Things which Destiny has marked out for the splendid Province of which it is the Centre, the commercial, industrial and financial Hub, that one hesitates to venture forecast of how infinitely brilliant and prosperous that Future will be.

Necessarily, the story must be brief. Want of space would prevent employment of more than a mere fraction of the wealth of material available for this wonderful story of a little hamlet's swift entry into the limelight as a modern metropolis.

This Story of Calgary is brimful of absorbing interest, chapter to chapter.

Retrospect has very little to do with the telling of this Story. Yet, Calgary has a *past*, and it is fitting that due mention be made of it.

Twenty-five years ago Calgary was scarcely even a mark on the map. A Catholic Missionary had indicated the spot to the mounted police officials, as an eligible site for a barracks, by setting up a rough wooden cross. Later, a few shacks and tents, together with two small stores erected by the Hudson Bay Co. and I. G. Baker & Co., formed a settlement.





The advent of the Canadian Pacific Railway brought this struggling hamlet into touch with civilization. Population grew slowly, and was mainly of the railway, the fur trade and the military forces.

The endless stretches of plain, foothill and timber, robbed of the buffalo herd, presented a picture of vast, but far remote possibilities. There was not even a thought of the great stock ranches which have since added so much to the fame of the West. The adaptability of the soil of 50,000,000 acres of Calgary country to grain-growing had not been discovered—in fact, had not been dreamed of. Some twenty-four years ago, the total value of Western Canada live stock trade was represented by twenty-five head. Last year the value of the cattle trade was \$12,000,000. But a few short years ago nobody knew the Calgary country would grow grain. To-day the City of Calgary is the site of immense elevators, and flour mills, taxed to their capacity to handle the harvest of the fertile plain.

So abundant has become the yield, that conservative estimates approximate the grain crop of Calgary District in 1915 at 100,000,000 bushels. In 1894 the United States sent to Western Canada 44 settlers, all told. Last year Americans, in the region tributary to Calgary alone, took up two million and a half acres of land. Even a greater area was occupied by Eastern Canadian settlers and newcomers from foreign lands.

The increasing influx, for this and succeeding years, would seem to be absolutely beyond estimate. The reason is not far to seek. The Canadian West alone has free lands to offer and the best lands to attract buyers; and there is the whole great Republic to the south from which to



CALGARY, 1883

FIRST PICTURE TAKEN AFTER THE C.P.R. ENTRANCE.

draw. The congestion of the teeming cities of the Old World must be relieved. Overseas surplus population will continue to pour into Canada. There are billions more of money to-day, at home and abroad, seeking investment, than ever before in the world's history. It all means settlers and wealth for Canada and the great North-West. As Sir Wilfrid Laurier declares: "The Twentieth Century is Canada's!"

In 1901 the Town of Calgary had a population only of 5,000. (To-day it is over 55,000, and will, according to genuinely authoritative calculation, reach, within a few years, hundreds of thousands.)

The dawn of an era of unexampled progress and prosperity broke, with the settlement which followed discovery of the varied and compelling attractions of the Calgary District. Population increased by leaps and bounds. The town grew in size and importance, year after year. Men and money combined to foster and further its growth and assure the permanence of its leading position, and the continuance of its substantial advancement. Phenomenally rapid expansion was inevitable, under the new order of affairs, the brighter and more promising outlook. The Lure of the Land; revelation of the extraordinary fertility and mineral wealth of the soil; irrigation enterprise; railway activity and extension; the missionary work of newcomers in persuading their friends to move out West, all were factors in contributing to the evolution of the Magic City—the Calgary of To-day.

Deduction from this first Chapter of the Story of the Rise and Progress of the City of Calgary, shows, that its population increase has been *a thousand per cent. within ten years.* The assessed wealth of the city, moreover, has increased *sixteen hundred per cent.* in the same period. Furthermore, at the close of this year, as compared with five years ago, building returns will show an increase of *over a thousand per cent.*

The motto of Lord Strathcona, the great Canadian statesman and Empire Builder, is "Perseverance."

That—with gifts from Mother Nature and the Smile of Dame Fortune—is what is building Calgary.



NINTH AVENUE 25 YEARS AGO.
NEAR THE PRESENT SITE OF THE NEW C.P.R. MILLION DOLLAR HOTEL.



EIGHTH AVENUE, 1889.
THIS PROPERTY IS NOW WORTH \$2,000 PER FOOT.



THE GROWING VILLAGE, 1890
ALL THE VACANT PROPERTY AS SHOWN IN THE PHOTOGRAPH NOW COVERED WITH THOUSANDS OF BUILDINGS.



A FESTIVE DAY ON EIGHTH AVENUE.
SOME TWENTY YEARS AGO



A BIRD'S-EYE VIEW, 1802.
THE VACANT LAND IN THE DISTANCE ON THE LEFT IS NOW EAST CALGARY, AND COVERED WITH SCORES OF INDUSTRIAL PLANTS



CALGARY, 1904.
THE YEAR THE REAL GROWTH BEGAN, WHEN THE VILLAGE BLOSSOMED INTO A CITY.



EIGHTH AVENUE, 1908.
BEFORE THE STREET RAILWAY LINE WAS CONSTRUCTED.



CALGARY THAT IS

"The March of the Encroaching City."

—Longfellow.



IF one, daring to parody "The Deserted Village," were to apostrophise thus:

"Great Calgary, livest city of the Plain," he should have something of pretty full weight to justify the standing ascribed to the Metropolis of Alberta.

And he would have it.

The City of Calgary As It Is will amply substantiate a far higher eulogy than the term "Livest City of the Plain" implies. That term doesn't begin to convey adequate impression of the commanding, the supreme "life" that characterizes the Calgary of 1911. We have already said that the city has grown from a small town to a population of over 55,000, within the past decade. That of itself is an extraordinary, not to say an almost incredible, record of "liveness."

The Calgary of to-day has 130 miles of streets; 60 miles each of granolithic and plank sidewalks; 12 miles of pavement; 10 miles of boulevard; 62 miles of sewers; 64 miles of water mains—these last-named are fed by a \$360,000 gravity water system—furnishing pure, clear water from the mountains; the installation work absolutely complete, and the service ample for the city's needs for years to come. Unceasing outlay for the extension and improvement of all these services and utilities is maintained, so that the wants of every section of the city may be fully supplied and the streets, sidewalks, sewers, water, and lighting, keep pace with the city's growth.

Municipal ownership obtains in Calgary, with marked success, embracing besides waterworks a splendid lighting plant and a well-equipped, serviceable street railway, with over 40 miles of track



1910.—A MINIATURE VIEW FROM GRANDVIEW, EAST CALGARY.



1910.—THE CITY'S FIRST SIX-STORY BUILDING.
FIRST STREET WEST.

now being extended to accommodate, in the fullest degree, urban and suburban traffic. The sum of \$480,000 was voted in 1910 for this extension. So successful has been the management of these public utilities under civic ownership, that Calgary is held up as an example to other



SECOND STREET EAST SUBWAY.
"THE BEST MANAGED STREET RAILWAY SYSTEM IN AMERICA."—VERDICT OF STREET RAILWAY EXPERTS.

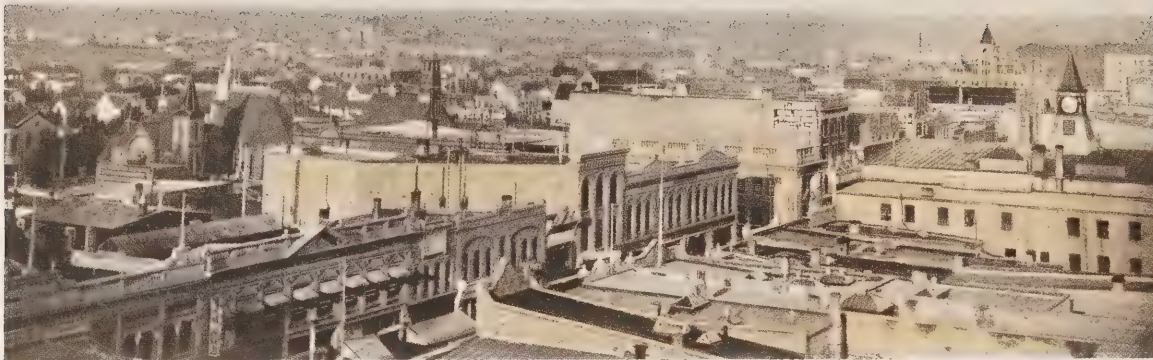


1910.—EIGHTH AVENUE, LOOKING WEST.

municipalities where the here-solved problem of Public Ownership, is still a vexed question. Operating this street railway at a profit last year of \$100,000, is a fair sample of the way in which the municipal interests of the city are managed. The same progressive spirit and business-like skill are manifested in the general conduct of Calgary civic affairs.



1910.—EIGHTH AVENUE, LOOKING SOUTH-WEST



1010 —A BIRD'S-EYE GLIMPSE OF THE CITY THAT IS.

In respect of police and fire protection, and of all the other and minor services which the city administers, the highest standard has been set and is lived up to; so that it may be said the City of Calgary is exceptionally well-ordered and well-governed.

Calgary strikes a low rate of taxation, notwithstanding the extent of its civic expenditures. Fourteen mills on an assessment of approximately \$50,000,000 yields the allowance on which this wonderful Prairie Metropolis keeps house. High taxes repel—low taxes draw. That truism is never lost sight of by the city Government. And, it is firmly believed, the day is not far distant when Calgary will have attained the enviable position of Old Land municipalities, in which the revenue from public utilities meets civic expenditure, and a general tax levy is not imposed.

That educational concerns are held to be of paramount importance, is evidenced in the investment of \$400,000 in Calgary High and Public Schools; a like sum has been appropriated this year to provide more ample accommodation for the fast-growing population. Representing higher education, are Calgary University, Provincial Normal School, Methodist College, Western Canada School, St. Hilda's College, the Sacred Heart Convent, and other institutions of learning.

The religious life of the community is attested by the presence of 50 churches, representing eight denominations, and valued at \$710,000.

In their proportions, architectural features and cost, the buildings of the city—public, commercial, manufacturing and residential—bespeak unmistakably the taste, the progressive instincts, and the wealth of Calgary. When it is said that the investment in new buildings in 1910 amounted to nearly \$6,000,000, and that the estimate for 1911 is conservatively set at \$10,000,000, some idea of the marvellous development and expansion of the City of Calgary can be formed.

The city has several large modern hotels (to which both the Canadian Pacific Railway and Canadian Northern Railway will add each a palatial million-dollar structure).

Calgary has splendid bank buildings, well-equipped hospitals, six to ten-storey warehouses, office buildings and other imposing structures, many of them displaying the beautiful cut stone, quarried within the city limits. It has in operation over forty varied and flourishing manufacturing industries.

Of clubs, fraternal societies, athletic associations, labor unions and guilds of various other kinds, Calgary has its ample quota. Calgary is the wholesale centre of the Province of Alberta, and its 125 houses send out over 600 commercial travellers. It is the site of important Government offices; noteworthy military headquarters; a great centre of the learned professions; a real "newspaper town"; a very hive of financial industry. What more eloquent testimony to the financial and commercial activity of the City of Calgary than the fact that the Clearing House returns for the year 1910 reached the enormous sum of \$157,637,031, an increase of \$57,922,642 over 1909?

Add to this that 21 branches of Canadian chartered banks, representing 100 millions of paid-up capital, and proportionate reserve, are established in Calgary, and that 215 Provincial Joint Stock companies have headquarters here, while 175 Foreign companies also are registered, and the conspicuous place in the money realm which Calgary occupies and which challenges attention of the financier, the man of affairs, the investor, must be recognized at once and without question.

SOME VITAL FACTS

SHOWING THAT CALGARY, DURING THE PAST FIVE YEARS, HAS MADE MORE RAPID AND SUBSTANTIAL GROWTH THAN ANY OTHER YOUNG CITY OF MODERN TIMES.

POPULATION.

As late as 1901 only 4,091 people had joined their faith to Calgary.

In 1905 the population had increased to 11,967.

In 1907 it had swelled to 20,048.

In 1909 the census showed 29,265.

In 1910 the jump was to 51,000.

In February, 1911, according to the figures of the Directory authorities, the population of Calgary was **55,336**.

ASSESSMENT.

1904, \$4,000,437; 1906, \$7,771,921; 1908, \$17,941,678; **1910, \$30,796,092.**

Increase, 71.64, the highest percentage of all but one of the thirteen Western Canadian cities.

1911, approximate, \$50,000,000.

BUILDING EXPENDITURE.

1907, \$2,094,254; 1908, \$827,100; 1909, \$2,420,450; **1910, \$5,589,584.**

In his annual report the Building Inspector estimates, conservatively, an expenditure for 1911 of \$10,000,000. The building returns for January have jumped 178 per cent. over January, 1910, and if this keeps up, the returns will exceed the ten million mark prophesied by the Building Inspector.

BANK CLEARINGS.

Clearing House.	Year 1906.	Year 1907.	Year 1908.	Year 1909.	Year 1910.
MONTREAL.....	\$1,533,596,790	\$1,555,737,270	\$1,467,315,031	\$1,866,649,000	\$2,088,558,566
TORONTO.....	1,219,125,359	1,228,905,517	1,166,162,436	1,437,700,477	1,597,771,274
WINNIPEG.....	504,585,914	596,967,576	614,111,801	720,930,222	862,445,182
VANCOUVER.....	132,000,356	191,734,480	183,083,446	287,727,944	344,888,838
OTTAWA.....	135,866,734	156,487,800	154,367,750	175,181,973	195,754,888
CALGARY.....	\$41,771,924	69,798,565	64,815,227	98,754,389	150,677,031
QUEBEC.....	92,934,213	107,460,897	111,812,551	118,803,773	123,710,055
VICTORIA.....	45,615,615	55,330,588	55,356,013	70,705,879	101,567,074
HAMILTON.....	78,480,620	88,104,108	72,329,088	84,803,936	101,226,496
HALIFAX.....	91,552,219	93,587,137	90,232,245	95,278,463	95,855,510
ST. JOHN.....	60,032,818	66,150,414	66,435,036	72,404,500	77,843,546
EDMONTON.....	13,836,721	45,716,791	38,596,505	50,561,012	71,635,122
LONDON.....	57,863,782	65,790,473	56,875,041	62,093,337	67,154,297
TOTALS.....	\$3,097,969,065	\$4,321,441,616	\$4,142,233,370	\$5,203,269,249	\$6,114,039,804

*Started 18th April, 1906.

†Half-year only.

For January, 1911, the clearances were \$13,033,848, an increase of 30 per cent. over January, 1910, and gives Calgary the lead in percentage increase over all other Canadian cities.

CUSTOMS REVENUE.

Fiscal year, June 30, 1901, \$41,194; 1906, \$109,153; fiscal year ending March 10, 1910, \$655,243, April to November, 1910, \$216,164 (eight months).

Estimate to November, **1911, \$1,095,378.**

Calgary's percentage of increase past five years, 143.4.

POSTAL REVENUE.

1905-6, \$53,403; 1906-7 (nine months), \$53,346; 1907-8, \$90,941; 1908-9, \$99,070; 1909-10, \$125,749; **1910-11, \$150,000** (estimated on basis first eight months current fiscal year).

PUBLIC IMPROVEMENTS.

Water Main.....	1909, 52.05 miles; 1910, 72.50 miles.
Sewers.....	1909, 44.00 miles; 1910, 64.25 miles.
Sidewalks.....	1909, 47.00 miles; 1910, 55.00 miles.

For 1911 the city will spend \$245,000, in addition to unexpended appropriation, or a total of \$500,000, on the extension of water mains to the suburbs.

C.P.R. TELEGRAPH RETURNS.

Telegraph returns are index to business growth of a city.

In 1905, the staff of the C.P.R. Telegraph Co. at Calgary numbered five.

In January, 1907, Calgary made headquarters Alberta Division, in April of same year staff consisted of Superintendent, Chief Operator, Night Chief and 17 operators.

In 1910 staff had increased to 50, and volume of business handled was ten times that of 1905.

Number of messages handled in 1910, 1,763,790, an average of 4,825 messages per day, including Sunday.



THAT this is a city where they spend by the million is attested thus:

Civic building expenditure for 1911, as conservatively estimated by the Building Inspector is \$10,000,000; but already permits issued are at a ratio per month easily justifying \$12,000,000 estimate. And the building season has scarcely opened. On street railways, waterworks, sewer, electric light, schools, parks, pavements, etc., \$3,000,000 will be spent by the city, according to a recent statement by His Worship the Mayor. Included in the bigger enterprises set down for this year is a \$5,000,000 appropriation of the Canadian Pacific Railway, covering a \$1,000,000 new hotel, new irrigation and other buildings, and work of other character in and about the city; \$1,000,000 each by the Canadian Northern and Grand Trunk Pacific, with their numerous radiating branches; \$1,500,000 by the Hudson Bay Co. for a new store, and a variety of other commercial and industrial outlays on similarly gigantic scale. The year 1911 will be a real "banner" year in all the progressive financial activities of this growing city. \$400,000,000 of real wealth will be the portion of the West this year, and Calgary country and Calgary city are down for a large share of the vast sum.

ORIGINALLY the City of Calgary was practically entirely confined to the cup-like valley between the heights surrounding the Bow and Elbow Rivers. As the city grew and expanded, the residential district spread, naturally, to the scenic sections on these surrounding heights. From the heights of the North Hill, from which this picture was taken, can be seen a magnificent panorama of river and valley, the busy city and the snow-capped Rockies—"a vista worth crossing a continent to see."



YOU, MR. READER, have before you a photographic reproduction of the fastest growing city in the world. Ten years ago it had less than five thousand people, while to-day, May 1st, 1911, it is conceded to have reached the 60,000 mark. Before another twelve months Calgary will have passed the 75,000 mark, and no one dares place a limit on her future. In the words of Sir Wilfrid Laurier, "Calgary will be one of the largest cities on the continent."

TUXEDO PARK lies directly back of the spot from which this picture was taken a distance of some fifteen city blocks, being part of a broad plateau which comprises the heights of the North Hill. This year will mark the extension of the City Municipal Street Railway to the North Heights, traversing Tuxedo Park as far north as Tuxedo Gardens. As this section is rapidly developing, the city will, in a few years, be obliged to extend the line on farther north to the city limits, which is a mile and a half beyond Tuxedo Park.

TUXEDO PARK

Tuxedo Park is a property which repeats the history of well-located land frequently found in all large growing cities. A few years ago it was a farm—to-day it is the centre of a rapidly growing residential section of a city. In other words, it is a property which has been built up to and around and coveted by thousands of purchasers who wish to buy in and many to build on. A few years ago it was purchased by the Canadian Estates Co., Limited, of Toronto, Ont., an investment company seeking desirable investments in growing cities, and through this Company's timely foresight it has been held until this present date before being offered to the purchasing public.

It is located two miles from the City Post Office, the city limits extending beyond that for one and a half miles.

If the reader will refer to the several panoramas and bird's-eye views, he can easily acquaint himself with the advantages of Tuxedo Park. The topography of the land is ideal for residential purposes, and with the civic improvements projected and in course of construction, with the added improvements for beautifying the property in the nature of wide boulevards, landscape gardens, etc., it is safe to state that all of it will be rapidly occupied at the rate which Western cities consistently advance.

Space does not permit elaborate detail of the many merits of this property, as the seeking investor can easily analyze the situation.

We solicit the most thorough investigation of our claims regarding this property and its merits, and feel assured that such investigation will bear out our statements. In addition to the above, the owners of this property have entered into an agreement with the City of Calgary whereby the city is to construct water mains so as to serve the entire property, and to extend its electric car line into the property in a manner to give adequate service to the entire sub-division. *This concession is the first of its kind ever granted in the City of Calgary to a new sub-division.* Bear in mind this fact, that this property is not a far outlying sub-division, and is without doubt the finest and most desirable block of land to be found in the same comparative radius.

In order that intending purchasers of Tuxedo Park property may have complete information on leading points which arise in the minds of careful investors in connection with the purchase of real estate, we have herewith quoted a series of carefully compiled statements, answering the many replies to letters of enquiry, a flood of which invariably reaches us in offering such a property. It is our sincere desire that prospective out-of-town purchasers may have full and complete information to enable intelligent judgment of the merits of Tuxedo Park as an investment.

LOCATION.—Tuxedo Park occupies a plateau on the commanding heights on the north hill, the scenic spot of Calgary. It has a high elevation above the level of the business portion of the city, and it affords a magnificent view of the snow-capped Rockies in the west.

METHOD OF SALE.—Upon receipt of first payment from the purchaser we execute and deliver to you an agreement of sale. When all instalments of principal and interest have been made we deliver to you a transfer of the property, guaranteed title, Torrens system.

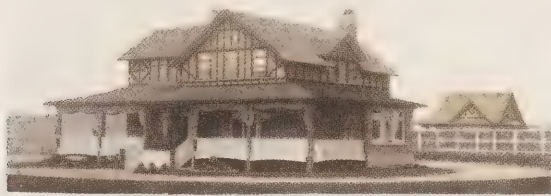
TERMS OF SALE.—One-fourth cash, the balance in six, twelve and eighteen months from date of sale; one third cash, twelve and eighteen months from date of sale; or five per cent. discount for cash.

TAXES.—The purchaser of the property is responsible for all taxes and assessments from the date of agreement of sale.

TITLE.—The parties placing this property on the market are the registered owners in fee simple clear of encumbrances, consequently there will be no delay in delivery of title upon completion of payment.



A GLIMPSE OF A RESIDENTIAL SECTION.



MR. DOWNEY'S RESIDENCE



MR. ALLISON'S RESIDENCE



MR. MUNS' HOME



P. BURNS' RESIDENCE

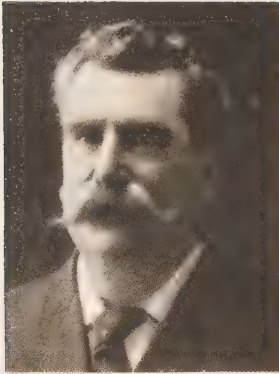


SENATOR LOUGHEED'S HOME



MR. HALL'S RESIDENCE

PUBLIC UTILITIES—MUNICIPALLY OWNED



COMMISSIONER CLARK.



MAYOR J. W. MITCHELL.



COMMISSIONER GRAVES.



A STRIKING COMPARISON—THE OLD AND THE NEW CITY HALLS.
THE WOODEN SHEDS IN THE FOREGROUND SERVED THE VILLAGE—THE STONE EDIFICE IN THE BACKGROUND NOW SERVES THE CITY.
THE LATTER WILL NOW BE INCREASED IN SIZE TO ACCOMMODATE THE EVER INCREASING BUSINESS.



INDUSTRIAL CALGARY

CALGARY THAT WILL BE

"There is a tide in the affairs of men
Which, taken at its flood, leads on to Fortune."

—*Shakespeare.*



WHAT of the Calgary that Is to Be?

The Future of the Calgary of To-day is fuller of promise than ever it was before.

Nature plans it Providence ordains it. And resourceful man is signally proving equal to the great task of achieving the splendid destiny in store for this virile young metropolis.

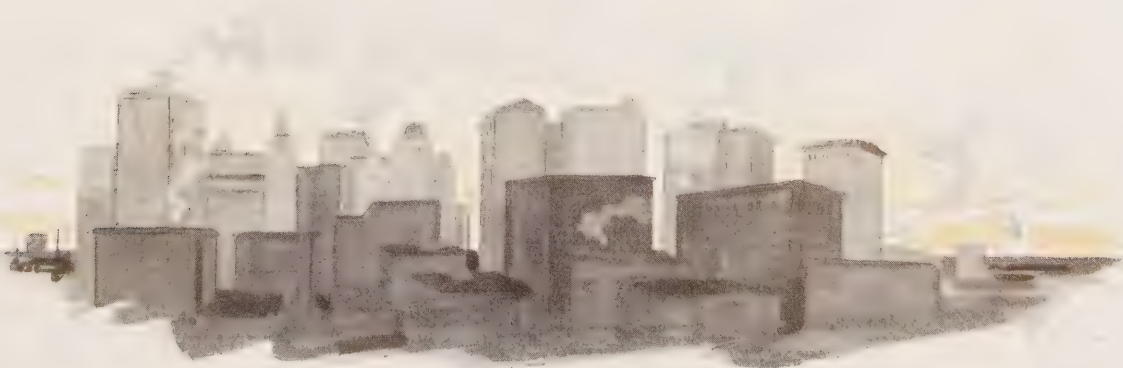
Every evidence of agricultural, commercial, financial and industrial activity displayed; every dollar invested in real estate and in other sound, substantial interests; every plan projected for the extension of utilities, the accommodation of business and the betterment of existing conditions generally, bespeaks the sincerity and significance of the slogan: "WATCH CALGARY GROW!"

As a result of a spirited and vigorous publicity campaign, recently planned by the city, thousands and thousands, both at home and abroad, who have never yet learned about Calgary and the wonderful Province of Alberta, of which it is the First City, will come flocking hither, in response to the inviting bid to its hospitable gates.

Will Calgary Grow?

Emphatically, YES.

It will grow by "leaps and bounds." It will thrive mightily. Its importance, in a metropolitan sense, will enhance year after year. Its citizens will prosper; its wealth will increase; the opportunities it presents for safe and profitable investment will continue, and the whole atmosphere of the city and surroundings will breathe health, prosperity and unalloyed contentment.





AN EMPIRE OF TIMBER, ADJACENT TO CALGARY, ADDS TO ITS VARIED RESOURCES.

The Era of Progress for Calgary has only just dawned.

Its future is stamped on the very face of its Past and Present. Calgary's Future marvellous advancement is simply the logical sequence of natural coming events—the inevitable result of conditions that now actually exist and that are as sure to continue to evolve as the sun is to shine.



PORTION OF THE BUILDINGS OF ONE MILLING INDUSTRY.



1911.—EIGHTH AVENUE.
IN THE CITY OF SUNSHINE.

When Sir Wilfrid Laurier, the Premier of the Dominion and greatest living Canadian statesman, visited Calgary in August, 1910, he said, in the course of a brilliant speech:

"It was my privilege to be with you in 1904. There was not much of anything then. But yesterday, when I looked over your city, when I saw with my own eyes, what I had been told I would find, then I realized that what I had been told was not an exaggeration, but the sober truth. And this morning when I visited the city in company with some friends, and saw from the brow of the hill the city's vast expanse, its mansions and buildings, and looked upon the two rivers rushing



1911.—EIGHTH AVENUE, LOOKING EAST.
ONE OF THE MAIN THOROUGHFARES IN CALGARY A CITY OF 35,000.



PROPOSED BOULEVARD ENTRANCE TO TUXEDO PASEO.
TUXEDO PARK.

from the mountains to join their crystal waters within its gates, then I said, I saw, indeed, a city destined to be one of the largest and most beautiful on the continent."

The eminent Dr. Dawson, of London, Eng., that distinguished scholar, publicist and city building expert, speaking at a Calgary Canadian Club Luncheon, said:

"As I have gone about this beautiful city of Calgary, I am free to say that I haven't seen anywhere in the whole Dominion a city with more exquisite and natural advantages than this City of Calgary. Montreal has always charmed me. The thing which charmed me there, I think, is the exquisite view one gets from Mount Royal. That is one of the finest views there is in Canada, and



THE CITY AS SEEN FROM THE NORTH HILL HEIGHTS.



CITY GENERAL HOSPITAL.

when I have passed there, if I have only a couple of hours to spare off the train, I have always made my way to Mount Royal for the sake of that beautiful view. But from Calgary Heights, on the north side, there is a finer prospect than any Montreal can show. There is a more magnificent panorama than Montreal can give. There is the long line of Rockies clothed with ice and snow, touched at the dawn with fire and clothed at night with rose, and all round the city, as friends have taken me about driving, there is scarcely a point when one rises out of the city where there is not a view well worth a man's while to cross a continent. Here, in Calgary, is to be found the natural foundation of one of the most beautiful cities. I think the time will come when there will be a magnificent series of boulevards all round these hills; there ought to be. Chicago has its 20 miles of boulevards, but all on the flat, no hill in view. But the city has thought it worth while to spend immense sums to get 20 miles of boulevard. What would 20 miles, or 10 miles, of boulevards be here, carried around the hills, with a view of the Rockies in every direction! Gentlemen, there is the making here of one of the most prosperous cities in the Dominion; not only a city great in its manufactures, great in its commerce, but there is the making here of one of the most beautiful cities in the British Empire."

And the list of notable men who have likewise paid tribute to Calgary's beauty and natural advantages and have foreseen the city's splendid future, embraces such names as Earl Grey, Governor-General; Lord Strathcona and Mount Royal, Lord Northcliffe, Rudyard Kipling, Sir Thomas Shaughnessy, Wm. Jennings Bryan, Sir Donald Mann, Sir Wm. Mackenzie, and others.

Now, from these glowing eulogies let us turn to plain, practical recital of facts concerning Calgary's Future, based on geography, climate, natural resources and railway situation.

The City of Calgary, covering an area of six miles square and ideally situated, 3,389 feet above sea level, is in the same latitude as Southampton, Eng., and Brussels, Belgium. It is south of London and Berlin and 600 miles south of St. Petersburg.



ONE OF CALGARY'S FORTY-FOUR CHURCHES.

The climate of the region of which Calgary is the centre, is one of the finest, most equable, most salubrious in Canada. The record shows 280 sunny days in the year. The mean temperature is: Spring, 36.2; summer, 56.9; autumn, 39.9; winter, 18.5 Fahrenheit. The average annual rainfall for ten years past was 19.43 inches, of which 15.88 fell during crop season. The winters at Calgary have very little snow, and are greatly moderated by the warm Chinook winds from the Pacific. Summer days are long and sunny; summer nights, short, cool and restful. It's good to live in the Calgary climate.

Horses and cattle run on the open range all year. Pure water, healthful air and abundant fodder combine to make Calgary district the natural breeding ground for champion stock.

Agriculturally the land is unsurpassed in fertility and lasting qualities. Prof. Tanner, the well-known English Agricultural Chemist, pronounces the rich, deep soil of Western Canada to excel the black earth of Central Russia (supposed to be the richest in the world), in the production of the glutenous wheat, which gives the Canadian Number One Hard fame abroad to the ends of the earth.

The City of Calgary, in the very midst of an agricultural region of this character, embracing 50,000,000 acres, and which has only begun to be settled, although the process is assuming stupendous proportions season after season, could safely depend on these conditions alone for its continued and solid growth and prosperity.

Southern Alberta coalfields are the greatest known undeveloped area outside of Alaska. Calgary has mountains of iron at her door, of proven value. The prospect of becoming "The Pittsburg of Canada" is held up to Calgarians by the representative of a substantial syndicate interested in the development of the coal and iron deposits of the District. Beneath Albertan fields lie a wealth of power-producing natural gas. This gas will be available, in unlimited quantities, under the operations of a company to which the city has just voted a most liberal franchise. Her rivers are restless with unharnessed power. To her north, geologists declare, lie the world's greatest surprises



HEADGATES OF THE C. P. R. IRRIGATION DAM.
THE CITY IN THE DISTANCE.



SCENE ON THE ELBOW RIVER
WHERE THE WATER IS BOTTLE-GREEN



"A COUNTRY WHICH CAN GROW SUCH NECESSITIES OF LIFE IS WORTH
ITS WEIGHT IN GOLD."

in petroleum. With coal, water-power and natural gas come all the requisites for cheap manufacturing. Therefore, Calgary is bound to become the site of great and varied factories, foundries and busy workshops, and the home of a vast artisan class.



A PASTORAL SCENE IN THE EARLY DAYS.



A VIEW OF A PORTION OF THE C. P. R. YARDS.

A staff correspondent, writing recently in the *New York Commercial*, says:

"Canada has a wheat area four times greater than that of the United States, and with a general agricultural and live stock capacity unequalled by any similar territory. Only five per cent. of this great grain belt has yet been worked, but the tillage is rapidly increasing, and when it is utilized, the annual wheat crop will exceed 1,000,000,000 bushels, the population west of the Great Lakes will be 40,000,000, and at the east and west gateways and in the centre of this prodigious domain will be three of the greatest cities on the continent—Winnipeg, Calgary and Vancouver.

"What is to make Calgary? From what sources are to come its elements of growth and permanence?" the writer in the *Commercial* asks. And he answers his own queries thus: "Lying along the foothills of the Rocky Mountains, rich in mineral resources as well as timber, possessing magnificent stretches of fertile agricultural and pastoral lands, traversed in all directions by broad mountain streams, favored by the best climatic conditions and possessing within her boundaries all the latent possibilities, Alberta is becoming one of the richest provinces in Canada. Calgary is the commercial centre of 50,000,000 acres of rich farm, timber and coal lands, the development of which has hardly begun.

"Calgary will be a great city, with immense wholesale mercantile business, and many factories. It needs more industries and jobbing houses to keep pace with the rapid and enormous growth of its commerce.

"Its educational and religious institutions, both in structure and equipment, would do credit to the largest city in the Dominion. Its buildings in solidity and architecture probably surpass those of any other city of its size. Its importance as a trade centre has commanded the attention of the great Transportation Companies of the continent. The Grand Trunk Pacific, Canadian

Northern and other railways are now extending their systems to establish immediate connections with this metropolitan city of the Middle Canadian West."

Here we have independent and authoritative testimony as to the Calgary That Will Be. Who will propose to reject it? Who will venture even to dispute it? It can't be done. The facts are too strong. The Story of the Calgary of the Future has no fiction features. Interwoven in it, the facts, indeed, are stranger than Fiction.

A Western journal, discussing at length the influx to newer Canada, estimates that 300,000 immigrants will locate on the prairies this year, and that the yearly addition to the population of the West will be 300,000 to 500,000. The prediction is confidently made that within a few years the population of any one of the Great West Provinces will exceed that of Ontario. From this estimate the journal in question "ventures to prophesy that in five years, given average conditions as regards weather and crops, Calgary will have a larger population than any city in Ontario outside of Toronto. At the present time Toronto has a population of 425,000, Ottawa 86,000, Hamilton 73,000, and London 46,000. The population of Calgary is estimated at 55,000, and it is increasing at the rate of from 12,000 to 15,000 a year. When the factories that will follow the coming of new railway lines into Calgary and the importation of natural gas, are built, the population will increase even more rapidly. Toronto's population is increasing at the rate of 15,000 a year, Ottawa's at the rate of 3,000 a year, Hamilton's 2,000, and London 800. The city has kept pace in the past two or three years with Toronto, and has forged far ahead of Ottawa, Hamilton and London in the matter of population increase, and we are justified in expecting it to surpass in the next five years all past records."

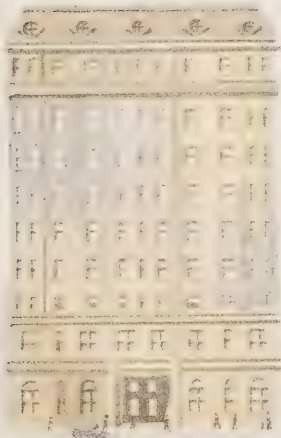




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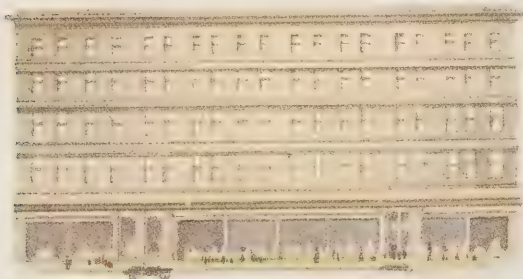
The brief Story of Calgary has been told.

But perhaps there might be added a few words for the benefit of persons whose interest in the "Livest City of the Plain" may have been aroused to a degree prompting closer enquiry into this subject. On other pages of this Book will be found valuable statistical and other information concerning Calgary and the great province of Alberta. The Story of Calgary shows what other men have done for themselves and for their community. The theme is well-nigh inexhaustible. The half has not been told in the story of this young city, springing up in the midst of a vast and fertile plain, rich of soil, and showing incalculable wealth of mineral; growing with amazing rapidity in size and substance and architectural attractions; unsurpassed in beauty of environments; the activities of its fast increasing population embracing all walks of trade, commerce and industry, and looking to a Future which even the most ardent optimist hesitates to forecast. May the influence of this Book be far-reaching and of substantial and lasting benefit to all whom it reaches, is the earnest wish of the Publishers.



A FEW OF THE
PROPOSED BUILDINGS
FOR 1911

WENDELL McLEAN BLOCK, 8TH AVE. E.
DOMINION BANK, 8TH AVE. EAST
COL. WALKER BLDG., 7TH AVENUE
C.P.R. MILLION DOLLAR HOTEL
J.O.E. LIMITED BLOCK, 1ST ST. WEST
BEVERIDGE-TRAVIS-BRYAN BLOCK, 7TH
AVE. EAST.
HUDSON'S BAY \$1,500,000 DEPT. STORE,
1ST ST. WEST





A BIRD'S-EYE VIEW OF THE CITY OF CALGARY
SHOWING THE LOCATION OF TUXEDO PARK



